

SEE 10% GAIN IN '53 INDUSTRY GROSS

32 Writers Busy On Columbia Pix

With the signing of Laurence Stallings to write the screenplay of James Warner Bellah's *The Young Virginians*, Columbia Pictures now has a total of 32 writers preparing, or having just completed scripts for forthcoming productions, executive pro-

(Continued on Page 6)

\$170 Million USA Film Remittances

Remittances of film earnings from foreign countries to the USA will amount to about \$170,000,000 this year, Eric A. Johnston, president of the Motion Picture Export Association, said in New York recently. This amount, which is about the same

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DBS AMUSEMENT TAX FIGURES WELL OVER PREVIOUS YEAR

If the amusement tax total of all provinces is any indication, Canada's movie theatre gross for 1953 should be as high as its \$105,459,183 for 1952 — or higher. The Dominion Bureau of Statistics, giving the total for all types of provincial amusement taxes for ten months and adding an estimate for the last two months, arrived at a net general revenue of \$22,849,000 in the past fiscal year ended December 31, 1953. This, says the Federal and Provincial Finance Section, compares with \$21,000,000 in 1952 and \$20,000,000 in 1951. The increase is in the face of minor reductions of the amusement tax in some provinces.

MPICC Committee Meets Re Motion Picture Institute

Establishment of a Motion Picture Institute in this country as an industry public relations measure, suggested before the last meeting of the Motion Picture Industry Council of Canada and recommended for study, was the subject of a special committee meeting in Toronto.

N. A. Taylor, committee chairman and sponsor of the idea, presided and the other members in attendance were Morris Stein, Famous Players, Toronto; David Griesdorf, Odeon Theatres, Toronto; William Lester, United Amusement Corp., Montreal; and Gordon Lightstone, Paramount, Toronto.

The committee drew up a set of proposals whereby a motion picture institute might be established and supported. These will be placed before the delegates to the annual MPICC meeting, to be held in Toronto in November, for discussion. The MPICC is the only all-embracing industry organization in Canada.

Important Topics For Alta. Exhibs

Liveliest annual meeting in years is foreseen for the Alberta Theatres Association when Mayor A. W. Shackelford of Lethbridge, president, calls it to order in the MacDonald Hotel, Edmonton, on September 20. Drive-in operators, who have recently

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'Kidnappers' 21st

The *Kidnappers*, the JARO story with a Nova Scotia locale, is now in its 21st week in Montreal, having moved over from the Kent to the Avon — and is still running strongly. It has done fine business everywhere.

Ontario theatres led with
(Continued on Page 4)

Short Throws

DAMAGE SUIT for \$450,000 by Carl B. Moore, Van Wert, Ohio exhibitor, against five corporations of the Schine USA theatre chain and seven of the eight major distributors was settled out of Federal Court with permission of Judge John Knight. Moore, who is said to have settled for \$35,000, had charged that the defendants had conspired to deprive his theatre of first- and second-run features in favor of two theatres in the Schine circuit.

TWENTIETH Century - Fox Film Corporation reported consolidated net earnings of \$3,096,545 for 26 weeks ended June 26, paying \$1.17 a share. The earnings for the same period last year were \$158,309. The figures are after taxes, which amounted to an estimated \$2,600,000.

POPCORN story datelined Montreal in *The Financial Post* says: "Most popcorn in the industry's history has been sold to"

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Now 23 Aud Houses Planned In Canada

With the addition of two, the number of auditorium theatres planned, according to local sources in each instance, is now 23.

Town planning commissioners of Quebec City have approved a \$75,000 theatre building permit on de la Ronde Avenue, which would give the Limoilou district its third situation. Its second was erected a few years ago.

A theatre is planned for Lynn Lake, Manitoba frontier town with a 1,200 population. It will be the first in Lynn Lake, home of the Sherritt Gordon Mines.



At Paramount's Top-Level Sales Conference in NY

Gordon Lightstone (seated, centre), Canadian general manager for Paramount, at the recent home office top-level sales conference in New York, at which the forthcoming VistaVision production, Irving Berlin's *White Christmas*, was the major subject. With Lightstone are (left) Oscar A. Morgan, Paramount Short Subjects and Newsreel Sales manager, and Buck Stoner, Central Division manager. Standing, left to right, are John G. Moore, Assistant Eastern Division manager; H. Neal East, Assistant Western Division manager, and A. M. Kane, South Central Division manager.

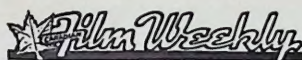
TORONTO DAILY STAR AMUSEMENT RATE UP TO 55c ON JANUARY 1

After raising its lineage rate for amusement advertising from 43c to 50c over a year ago, the Toronto Daily Star, which has a daily average circulation of 395,255, will add another five cents at the beginning of 1955. Exhibitors have frequently objected to paying what is just about the highest rate for regular advertisers. Industry associations in Canada and the USA are surveying the practice.



Show business and the refreshment business are partners in profit in the modern theatre. We've seen it proved from coast to coast: patrons like to have refreshment handy while they enjoy your program. Specifically, they like to have ice-cold Coca-Cola available for breaks in the schedule . . . for a pause on the way out of the theatre. Their satisfaction makes a mighty pleasant sound in your coin box. For details on a variety of vending equipment, write Coca-Cola Ltd., 90 Broadview Avenue, Toronto 8, Ontario.





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ALBERTA EXHIBS

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joined the ATA, will be present and take part in discussions. Among the matters that will be covered are emergency lighting, licence fees for smaller drive-in theatres, lowering of apprentice ages for projection, provincial amusement taxes, acetate film and top percentage pictures in the new widths from a standpoint of the small-town exhibitor.

The desire to have the ATA offer more services to its members may lead to the establishment of a purchasing agency. This will be talked over at the meeting.

CinemaScope, VistaVision and top-priced features will be weighed in a discussion led by Doug Miller of Taber, a vice-president. Their price and other problems will occupy some time.

Another matter that will be examined is the suggestion that the government be given a date and asked that it be a deadline for the supplying of nitrate films by the exchanges. This would follow a joint meeting with the Film Boards of Trade serving the province. The purpose is to make an application for lower insurance rates possible.

The meeting will also discuss the suggestion that the directorship be reorganized and the new ones each serve for provincial zones.

The members will lunch on their own but the day-long convention, which begins at 9.30 a.m., will end with a dinner at 7 p.m. The dinner will be preceded by a cocktail party at 6 p.m.

Mickey Goldin Dead

Michael Goldin, manager of the Studio Theatre, Vancouver, died suddenly last week, presumably of a heart attack. Born in Winnipeg, he was in his late 40's.

JARO Ships Peerless

Physical distribution of all products from Peerless Films Limited will now be made through J. Arthur Rank Film Distributors (Canada) Limited, it was announced in Toronto last week by Joe Bermack, general sales manager of Peerless.

STERN JARO TORONTO MANAGER

Irving Stern, who was Toronto branch manager for Allied Artists until that company's franchise was moved recently from JARO to IFD, has been made manager of the Toronto branch of J. Arthur Rank Film Distributors (Canada) Ltd., it was announced by Frank Fisher, general manager.

Stern, associated with JARO since its inception in Canada ten years ago, has been in the film business most of his life. During that time he has earned the respect and recognition of the trade at large, and especially of the exhibitors of Ontario.

The change was brought about through the resignation of J. S. (Joe) McPherson, who has been with JARO for the past eight years. Prior to McPherson coming to Toronto, he was manager of the Winnipeg branch.

STEIN HEADS VAR NOMINATION BODY

Past Chief Barker Morris Stein of the Variety Club of Toronto has been appointed chairman of the nomination committee for the 1955 Crew by Wm. A. Summerville, Jr., Chief Barker.

Serving with Stein are Joe Bermack, Hye Bossin, Abe Cass, Jim Eastwood, Frank Goldhar and Bill Redpath.

The committee will meet soon and make its selections known to the general meeting on September 28. The balloting will take place at the meeting of October 26. Also running for a place on the next Crew will be those nominated from the floor.

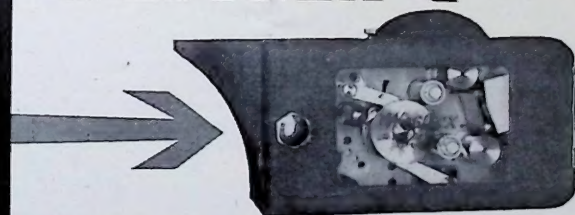
FOX'S 'CINEMASCOPE PARADE' FREE

An early October date has been set by 20th Century-Fox for print delivery on The CinemaScope Parade, the second of two CinemaScope subjects being made available free to exhibitors for general showings to acquaint the public with major innovations effected in the new medium.

The CinemaScope Parade, a 20-minute subject in two-reels, presents highlight scenes from an array of top-budgeted CinemaScope pictures scheduled for release by 20th Century-Fox during the last quarter of this year and the first part of 1955.

Narrated by Darryl F. Zanuck, vice-president in charge of production, who describes the imposing roster of properties being lined up for filming in the coming months, the reel includes footage from Fox's top features.

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A NEW wave of optimism is sweeping our business in the United States. Most producing and distributing companies are rolling up terrific grosses and reporting the largest profits in their respective histories. Wall Street is getting bullish and recommending picture stocks. Big talk is in the air and big pictures are evident everywhere. But in exhibitor circles there is wailing and lamenting. It is claimed that there is a shortage of product and prints and terms are higher than what they can afford. As a result, exhibitor talk-and-action is going in two directions.

Among some groups of organized exhibitors there is much pow-wow-ing about appealing to the government. They want it to intervene and set ceiling terms for films and to otherwise act as mediator for what they consider to be their woes and ills. They seek to be governed into prosperity. One would think that the exhibitors there had learned some kind of lesson about government control and intervention. Apparently, however, this is not so. The success of this business has always been based on the nerve and ingenuity of individuals — more so than in any other business. The banks found this out when they took over in the early Thirties. You cannot legislate good pictures — as witness the Iron Curtain countries — nor can you legislate prosperity in this business. In Canada conditions are similar but nobody is talking about running to the government for help.

Another group of exhibitors is taking positive action in a sensible and businesslike manner. If they cannot get enough pictures at suitable terms, they will try to make it possible for more pictures to be produced by supplying the financing and know-how. Carried out on constructive lines and a consistent basis, this should help to break the sellers' market, so called, and help restore a balance of power. There has always been a tug-of-war between buyer and seller in our business and there always will be if it is to continue to be a vibrant and progressive one. Many years ago, when exhibitors found themselves in a similar position, there was no thought of rushing to the government for help. They were more self-reliant and as a result the old First National setup was established and for a while was quite successful. The reason for its eventual decline and fadeout is another story, but the original idea proved to be basically sound.

There may be room today for

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10% '53 GAIN

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\$10,691,000 and this was followed by \$4,690,000 for Quebec, \$3,459,000 for British Columbia, \$1,400,000 Alberta, \$1,215,000 Manitoba, \$707,000 Nova Scotia, \$400,000 New Brunswick, \$132,000 Prince Edward Island, \$58,000 Saskatchewan and \$12,000 Yukon.

It is not unlikely that by the end of the year the cinema gross for 1953 will gain as much as it did the previous year — nine per cent — in spite of the impact of television. In 1952 the gain over 1951 by standard theatres was four per cent and by drive-ins, of which 22 opened in the year, 32 per cent. In 1953 78 new drive-ins were opened, as well as 52 standard theatres. And to date this year — 1954 — 41 new drive-ins were added, bringing the total to 223. The number of standard auditorium houses opened to date is 19. There are 24 drive-ins under construction right now, along with 17 standard situations.

Although more than 50 houses, most of them old and small neighborhood situations, stopped operating in the past few years because of TV competition or too high a fee because of the admission tax, or a combination of both, Canada's final boxoffice total will unquestionably reveal about the same gain in attendance and an even greater gain in revenue. Prices were up on pictures in CinemaScope and for several special attractions.

The addition of a million immigrants to Canada's population was a source of strength to the industry.

The movie amusement tax total, \$105,459,183, shows that the amount of money spent by the public for movies that year came to \$118,434,481. These were the figures issued by the DBS last fall, although the revised final amusement tax figure was \$12,308,148. In the early part of the year business was very poor but it is thought that the rest of the year will bring it to the position it held at the end of last year.

Burr Cast In Para's 'Desperate Hours'

William Wyler has chosen Raymond Burr for one of the major roles in his forthcoming production of *The Desperate Hours* in which Humphrey Bogart and Fredric March star.

Burr, who is now in Germany, will report to the Paramount studio in mid-October when Wyler is slated to put the Joseph Hayes suspense thriller before the cameras.

Burr joins Robert Middleton and ten-year-old Richard Eyer as a key addition to the Wyler roster.

RODGERS IS AA CONSULTANT

Formerly a vice-president and general sales manager for Metro-Goldwyn-Mayer, William F. Rodgers, has been engaged by Allied Artists Pictures to act as a consultant and adviser in distribution matters. It was announced in New York by Steve Broidy, president. Allied Artists' features are distributed in Canada by International Film Distributors.

It was emphasized by Broidy that Rodgers was needed because AA is about to enter a big-budget era aided by top producers. It has such projects as an untitled William Wyler production starring Gary Cooper; John Huston's version of Kipling's *The Man Who Would Be King*, with Humphrey Bogart; and Billy Wilder's *Ariane*, based on the Claude Anet story.

Rodgers, now president of Amalgamated Pictures, told the press luncheon at which Broidy made the announcement that AA's present position was similar to that developed by L. B. Mayer for MGM in its early days. He paid tribute to Morey Goldstein, AA v-p and general sales manager, whom he will help co-ordinate all matters of sales policy.

VARIETY VILLAGE MEDICO DEAD

Dr. George F. Hutchinson, 52, prominent physician of Scarborough, Ontario, who acted as family physician for Variety Village, was killed last week when his auto rolled slowly and unexpectedly into the path of a speeding bus from the point where it seemed to be waiting for the bus to pass. It is thought that he might have had a heart attack while waiting. The accident took place just below Variety Village, which is located in Scarborough.

Dr. Hutchinson, a bachelor, served Variety Village voluntarily since its opening in 1949 and the news of his passing will cast a pall over the opening later this month of the school term. He was popular with the boys and he never once sent a bill for his many visits to them. The annual report of Principal J. Arthur Robertson always expressed appreciation of Dr. Hutchinson, who was usually away for his winter holiday when the annual graduation dinner took place.

SHELLY TO BUILD FILM PLANT?

A studio-and-lab film plant worth \$400,000 will be built on Lakeshore Road, Long Branch, at the southwestern end of Metropolitan Toronto, by Shelly Films Limited, according to an announcement by Reeve Marie Curtis. One and a quarter acres of land at the west end of the Village, which is about ten miles from Toronto proper, was sold to Shelly.

The plant would house the Shelly lab and two studios for TV and other films, one 40x40 and the other 60x40. It is said that erection will cost \$150,000 and equipment worth \$200,000 will be moved in. The Shelly company services Fox Movietone News with Canadian coverage through C. F. Quick and does its printing.

Leon C. Shelly, president and managing director, did not make himself available for direct information on the subject.

Shelly Films derives from Vancouver Motion Pictures Ltd., which operated in the coast city for 20 years, and was moved to Toronto in 1946. At present it is located in the old Small Arms plant, not far from the projected site.

Interest was stirred in the company in 1952, when Reginald A. Batten became vice-president and financier E. W. Bickle a member of the board. Apparently they are no longer connected with it and the former has since purchased the old Queensway Studios in Islington, Ontario from Paul Nathanson to open a film division of his company, Rapid Grip & Batten.

LIGHTSTONE AT TOP LEVEL MEETING

The three-day top level Paramount sales conference, held in New York and devoted mainly to VistaVision and Irving Berlin's *White Christmas*, was attended by Gordon Lightstone, general manager of Paramount Film Service, the company's Canadian division. Barney Balaban, president, and A. W. Schwalberg, addressed meetings, as did E. K. (Ted) O'Shea, distribution vice-president, Jerry Pickman, ad-pub vice-president, and Oscar Morgan, short subjects chief.

Paramount, celebrating its 40th anniversary with a sales drive in which separate weeks are designated in honor of Schwalberg, Morgan and others, considers VistaVision one of the major milestones of its history. Its marketing and merchandising policies were discussed, along with those for the current group of major productions.

Republic's 'Timberjack'

Hoagy Carmichael and Adolphe Menjou have been added to the cast of Republic's *Timberjack*, now under way.

Para's 'Magnificent Devils'

William Holden will star in *The Magnificent Devils*, William Perlberg-George Seaton production for Paramount.

\$170 MIL. TO USA

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as that of last year, includes Canada's remittances, which are estimated at between nine and ten per cent of the total—perhaps \$17,000,000.

The \$17,000,000 would be the USA share of an estimated \$35,000,000 for 1953 film rentals in this country—the 1952 figure, issued by the Dominion Bureau of Statistics, was \$32,911,042. In the difference between the amount remitted and the amount earned are the earnings of British films, which now get half of their take from abroad, and the sizeable Canadian income of French, Italian and German films. In that difference, of course, is contained distribution costs also.

It is interesting to note that Canada is either the only country in the world or one of the few which does not freeze USA film earnings for one reason or another. Great Britain and Italy have done that with great benefit to their native film industries, while other countries gave as their reason the need for USA dollars.

Canada did not freeze USA film earnings at the time of the USA dollar shortage because the Motion Picture Association of America evolved a scheme called the Canadian Co-operation Project, designed to boost tourism from across the line and add to our American dollars on a quid pro quo basis. Whether the CCP project has ever achieved quid pro quo is not known—and this is impossible to establish. Though the dollar shortage is over, the CCP continues—probably because it is just not politic to drop it.

However, with the growing interest in a Canadian film industry, British and Italian methods have been studied and it is yet possible that Canada will not be the lone exception to freezing forever. The greatest market in the film world is the English-language market and Canada, with many fine actors and writers, is in an excellent position to fare well in it.

In fact, at the time the Canadian Co-operation Project was in the offing the Hon. C. D. Howe, then Minister of Trade & Commerce, mentioned to Parliament the production benefits that would come to Canada under the arrangements then being worked out.

Mrs. Bloom Passes

Daisy Bloom, wife of Sam Bloom of B & F Theatres, passed away recently in the General Hospital, Toronto, after a long illness. Surviving also is her daughter, Margaret Laurie. Interment was at Holy Blossom Memorial Park.

Universal-International Presents

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Age of Chivalry in all its Pageantry
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U-I Makes the Money-Makers!

RELEASED
THRU

Empire-Universal Films Limited

COL. WRITERS BUSY

(Continued from Page 1)

ducer Jerry Wald disclosed recently. Some of these are:

Academy Award winner Dan Taradash, recipient of an Oscar for his screenplay of *From Here To Eternity*, is at work on the treatment of *Picnic*, Pulitzer Prize-winning drama by William Inge. Playwright-scenarist Emmett Laverty has turned in his final draft of *The Franz Liszt Story* to producer William Fadiman. John Lee Mahin has completed a polish job on the script of the Jerry Wald production, *Joseph and His Brethren*.

Melville Shavelson and Jack Rose have turned in their script of the Rodgers and Hart musical, *Pal Joey*, to producer Fred Kohlmar. Garson Kanin and Ruth Gordon have delivered their *A Nice Place to Visit*, and Dr. Edith Sitwell and Walter Reisch have completed *Fanfare* for Elizabeth, from her novel.

Roy Huggins has turned in *River of the Sun*, from the James Ramsey Ullman best-seller, to producer William Fadiman, and William Bowers has completed the script of *Dead Pigeon*, from the Lenard Kantor play, for producer Lewis J. Rachmil.

Alec Coppel is at work on *The Stalk*, picturization of Richard English's *Saturday Evening Post* serial, for Copa Productions, and also for Copa, Oscar Millard is completing *Lorenzo the Magnificent*. Both are to star Tyrone Power.

Philip Yordan is polishing the script of *The Man from Laramie* for William Goetz Productions. The film version of T. T. Flynn's *Saturday Evening Post* serial is to star James Stewart.

Thomas B. Dewey is completing his own Cosmopolitan magazine story, *The Mean Streets*, for producer Lewis J. Rachmil, in collaboration with Russell Hughes. A. E. Bezzerides has just sold the studio his novel, *The Great Lakes*, also Rachmil's.

Richard Murphy is completing the screenplay of *The Gentle Wolfhound* for producer Fred Kohlmar, from the New Yorker magazine articles by E. J. Kahn, Jr. Murphy will also direct. Christopher Knopf is at work on another assignment, *Richard the Lionhearted*.

Blake Edwards is working on the musical version of *My Sister Eileen* with director Richard Quine.

Peter Viertel is at work on *Frontier*, film version of the Frank Harris novel, *Reminiscences of a Cowboy*.

Jack Dewitt is completing the screenplay of *Cell 2455: Death Row*, from the best-selling autobiography of Caryl Chessman written during Chessman's stay in the death house. Martin Goldsmith is scripting *Back Alley*,



Toronto Columnist and JARO Star Chat in Britain

It was quite fitting that Adrienne Corri, the JARO star who appeared in *The Kidnappers*, which was held in Canada, should welcome a Canadian screen columnist on arrival at the London airport. Ken Johnson, critic of *The Telegram*, Toronto, is doing a series about British studios and players. After Miss Corri he met Maurice Denham, co-star with Gregory Peck in *The Purple Plain*; David Knight, an American actor who is one of the finds in *The Young Lovers*; and June Thornburn. He also visited Pineham Studios, where he met a number of directors and producers and went on the sets of *To Paris With Love*, the new Alec Guinness-Odile Versois picture, and *Simba*, starring Dirk Bogarde, Donald Sinden and Virginia McKenna, a Mau-Mau adventure story.

from an original by Jerry Wald.

For producer Sam Katzman, the following are assigned:

Gerald D. Adams, *Duel on the Mississippi*; Dwight Babcock, *Devil Goddess*; Berne Giler, *Killers in Tuxedos*; Joseph Hoffman,

Creature with the Atom Brain;

Robert E. Kent, general assignments; George Plympton, *Outlaws of the Desert*; William Sackheim, *Chicago Syndicate*, and George W. Yates, *Robin Hood, Outlaw*.

Short Throws

(Continued from Page 1)

audiences of the circus movie, *Greatest Show On Earth*. The yellow stuff gained popularity during the war, when sugar was rationed for chocolate bar making. About 90% of Canadian theatres now sell it. One Canadian movie chain estimates it sells 2½ cents worth of popcorn per capita attendance. This means that every fourth moviegoer munches while he watches. Some theatres' popcorn profits go up to \$300 a week. If this is the general figure, then popcorn in theatres is a half-million dollar per year business.


UNITED German Film Enterprises has been opened in the USA under Munio Podhorzer to "form a bridge between the re-born and rapidly expanding German film industry and the American market which has yet to feel the impact of many of Germany's and Austria's outstanding post-war productions." Both countries together will produce 115 features this year, it is expected.

LOUIS WEINBERG, Columbia sales executive in New York, died at 65 recently. Known as "Uncle Lou" and in fact an uncle of the Picker brothers of the industry, his passing was widely mourned. Columbia placed an In Memoriam page in the trade press and Jack Cohn, president of the Motion Picture Pioneers Foundation, made a substantial donation in memory of Louis Weinberg.

ANNOUNCEMENT from New World Films Ltd., Toronto, which distributes Soviet and other foreign films, says that Marshall Perhinsky has replaced John Boyd as manager. Boyd remains a member of the board and will be actively connected with promotion and distribution of product.

SASKATCHEWAN Motion Picture Exhibitors Association will hold its annual meeting in Regina on September 13.

EUGENE PALLETTE, 65, one of the screen's favorite comedians until his retirement eight years ago, died of cancer in Los Angeles recently. Born in Winfield, Kansas of actor parents, he attended Culver Military Academy and after leaving there was a cowboy, jockey and circus tumbler. He went to work for the old Nestor Company in 1916 and was soon a star. From WWI he returned to the screen after a spell in the Texas oil fields, where he made and lost \$140,000 in a year.



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MONTREAL VANCOUVER TORONTO MONCTON

FP 25-Year Club To Welcome 91

Ninety-one employees of Famous Players Canadian Corporation will be inducted into the 25-Year Club at ceremonies in various cities in the Fall. Among the benefits are an extra week's vacation with pay. The list follows:

Toronto: C. H. Atkinson, L. E. Arnold, W. Ayres, L. Bishop, J. A. Bond, A. Castrucci, L. R. Duck, Mrs. V. C. M. Glynn, A. R. Gunee, J. F. Hyland, A. E. Jackson, Miss V. E. St. Edward, W. E. Shields and R. C. Shortt.

Quebec City: Mrs. E. Ampleman, A. Gagnon, F. B. Kipling, Miss Y. Laplante, H. Plante, and P. Valliere.

Montreal: Miss B. Jordan, J. P. Reidy, J. Rosenberg and R. H. Shepherd.

Vancouver: Mrs. A. W. Easthom, S. B. Ellerington, W. L. Karp, E. B. Marshall, J. R. Martin, W. E. McCartney, W. J. L. Pacey, A. S. Summers and W. H. Taylor.

Winnipeg: I. F. Hackie, N. W. Novak, Miss A. Olynyk, J. R. Reaney, E. L. Turner and F. L. Willis.

Ottawa: Miss M. A. D. Aulclari, E. J. Demerah, P. Kehayes, J. P. McGuire, L. H. Parker, Mrs. Rose Stephens and A. B. Zumar.

Calgary: W. Brown, L. W. Hicks, H. W. Lackey and R. J. Mitcheltree.

Halifax: A. M. Crowell and R. E. Young.

Three Rivers: A. Gaudette, G. T. Robert and S. J. Robert.

Cornwall: Mrs. L. Jarvo and S. G. Williams.

Kingston: K. H. Clark and R. W. Davy.

Moose Jaw: O. Bowes and C. R. Fields.

Saint John: W. J. Chase and J. F. Fitzgerald.

Shaunavon: H. K. Durham and Mrs. L. A. Durham.

Regina: Mrs. V. Francis and J. R. Hartree.

Windsor: A. DeSaliers and D. Smith.

Sydney: Miss V. Gillis and H. P. Scott.

Also C. Bahrynowski, Fort William, Ont.; W. Bennett, Vernon, BC; C. J. Ford, Brockville, Ont.; W. J. Longmuir, St. Catharines, Ont.; W. B. Lovell, Niagara Falls, Ont.; T. H. McLellan, Brantford, Ont.; C. H. Perry, Sudbury, Ont.; H. L. Preston, St. Thomas, Ont.; C. Rau, Victoria, BC; J. E. Robinson, Belleville, Ont.; G. E. Ringel, Preston, Ont.; Miss H. M. Simpson, Guelph, Ont.; C. G. Smith, Chilliwack, BC; G. H. Stephens, Sault Ste. Marie, Ont.; Mrs. E. Thompson, London, Ont.; L. A. Turollo, Brandon, Man.; and P. Walsh, Saskatoon, Sask.



LORNE GREENE, back from working in Tom Costain's *The Silver Chalice* at Warners, will play the lead in General Motors' CBC-TV presentation of Leo Orenstein's stage farce, *The Big Leap*, on Oct. 5, with Sammy Sales as one of those in support. In Hollywood Lorne ran across two former Torontonians: Bill



Gordon, 20th-Fox casting chief, and Dick Simmons, a radio writer when here, who is on the writing staff of U-I . . . What's this I hear about the Avenue and York becoming art houses? . . . *Roses of Yesterday*: Chinese coins, with square holes in them, which looked like ornamented brass washers. Most kids had a couple. The Chinese ran string through the holes of hundreds of these coins and gave them the shape of a small sword . . . In *Syracuse* recently a startled shoeshiner told me about the customer who just left. "I've been shining shoes for 40 years but this is a new one on me," he said. What happened was this: A man in afternoon formal attire had the shoeshiner shine the soles of his shoes. It seems that he was about to take part in a ceremony which required him to kneel and he thought his shoes would look nicer to the audience if shining . . . A new TV set, says Tom Daley, is a defective machine that works perfectly whenever a service man switches it on . . . I always feel as though I'm suspected of having hoof-and-mouth disease whenever I approach the Niagara immigration point. A sign orders motorists to "Stop For Government Inspection."

HELP! HELP! HELP! Archie Laurie of UA treasures a grey-covered scrapbook filled with photos of theatre fronts and exploitation clippings dating back many years. If you borrowed it or saw it somewhere, please get in touch with him right away . . . *MGM remaking Ben Hur*. The silent version gave rise to the gag about the man who claimed the famed chariot race was fixed. "I saw the picture three times and the same entry won each time," he said . . . *Good choice* by the CBC when it made Jackie Rae its national variety head. He's a natural who has more Show Biz savvy by instinct than most others can work up through countless conferences. Yet, unlike others, he doesn't think he knows it all—or even comes close . . . *Who* was connected with Canadian Bioscope Co., which in 1914 made *Evangeline* as a nine-reeler starring Mary Pickford? The film is one of those withheld by the star from the Library of Congress collection . . . *Commercial attache* of a European country sent us questionnaire from Ottawa re our movie industry. It had 29 questions that would take endless research to answer and fill a small volume. We passed but took enough time to steer him to various official sources of info. That's why this industry needs a central source, such as an Institute . . . *Next year Julius Caesar* — at Stratford . . . I hear some Montreal lads are getting up a fund for Ernest Ouimet, who opened the first successful movie house in that city on January 1, 1906 — and began Sunday showings.

WHEN SIR WINSTON CHURCHILL disembarked at Quebec during his recent visit he spoke into the waiting microphones. Then he stopped, looked at the reporters, press and radio men with a twinkle in his eye, and warned: "Look out now!" And began speaking in French . . . *Note* to non-film readers: The faint jingle you keep hearing in theatres, which you know isn't coming from the screen, needn't puzzle you any longer. Explanation: It comes from the projection booth and is a warning to the projectionist that the reel is coming to an end, so that he can be prepared for the switchover to the next machine . . . *The other day* a lady called her bookie and asked if there was still time to bet the seventh race. The seventh was gone but the bookie, his larceny rising, answered: "I'll find out. What horse do you want to bet?" The lady said Blue Boy and the bookie, knowing it hadn't run in the money and that Black Diamond had won the race, came back to the phone seconds later and told her there was still time. "Fine," she said. "Two dollars on Blue Boy for place and \$20 on Black Diamond to win." What could he do but shut up and pay off? . . . *Brevignette* of W. Pegler: Jack-of-all-tirades . . . *Biggest* trade boom around here in the last year has been at Audio, where the boys, I hear, did a million in screen ad business . . . I hear that *Liberty* is interested in a yarn about our film press agents.



DAVID COPLAN

He has been named managing director of Canadian Film Industries Company Limited, Toronto, it was announced last week by Arthur Gottlieb, president. Coplan, who was general manager of United Artists in Canada when made its managing director for Britain in 1946, had been engaged in production and distribution there for the past few years.

Marilyn Monroe In 'Seven-Year Itch'

Marilyn Monroe is in New York to go before Twentieth Century-Fox' CinemaScope cameras on location there in the film version of the Broadway comedy hit, *The Seven-Year Itch*.

Tom Ewell, of the stage company of *The Seven-Year Itch*, will co-star with the actress in the picture, which Billy Wilder will direct.

JARO Sets Monsarrat Story

Filming will begin this month at UK JARO's Ealing Studio on Nicholas Monsarrat's new story, *The Ship That Died of Shame*.

'It's Always Fair Weather'

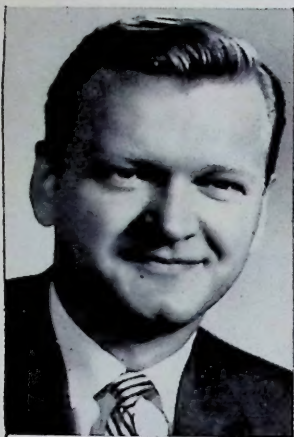
Gene Kelly and Cyd Charisse will star in MGM's *It's Always Fair Weather*.

OUR BUSINESS

(Continued from Page 3)

a similar setup along modified lines. It is no longer possible to make big, important pictures and sell at flat rentals in key spots. However, it is possible to contract for the showing of such pictures by pre-determined percentage deals, whereby a large share of the costs could be recouped. In smaller situations the exhibitors could enjoy an uninterrupted flow of product at prices based on costs and a suitable exhibitor profit.

One of the results of divorcement is now being felt in the terms asked by producers for important pictures. The industry is at a crossroads. It will be interesting to watch which road is to be followed.



SAM LAMBERT

Recently named head of International Film Distributors new 16 mm. and Television departments by D. V. Rosen, general manager.

Tracy, Cliff Co-Star

MGM, having made Executive Suite, a film about management, will make one about labor, Bannan, in which Spencer Tracy and Montgomery Clift appear as rivals for union leadership. John Houseman, who handled Executive Suite, will produce.

Ward Bond Set For WB's 'Mr. Roberts'

Ward Bond has been signed to portray the role of Chief Petty Officer Dowdy in Mister Roberts, the Orange Production in CinemaScope for Warner Bros. The actor joins Henry Fonda, James Cagney, William Powell and Jack Lemmon in the cast of the picture based on the hit stage play.

Broadway Actress Signed By Wallis

Hal Wallis, Hollywood's top discoverer of new talent, announced last week that he has signed Shirley MacLaine, Broadway's new Cinderella girl, to a long-term contract and will launch her screen career in a starring part in an upcoming production yet to be selected.

Miss MacLaine is the young understudy who soared to sudden fame when she stepped into Carol Haney's hit role in Broadway's The Pajama Game. Miss Haney, the hit of this Broadway success, suffered a fractured ankle and Miss MacLaine, her understudy, replaced her overnight.

MAGNIFICENT OBSESSION

with Jane Wyman, Rock Hudson, Barbara Rush, Agnes Moorhead, Otto Kruger
Empire-Universal (Technicolor) 108 Mins.

MEASURES UP TO AND OVERFLOWS THE MARK AS EMOTIONALLY STIRRING AND DEEPLY MOVING DRAMATIC FARE. FINE HANDFUL OF PERFORMANCES. WELL DONE. LOOMS LARGE.

With new and vibrant life, the late Lloyd C. Douglas' best selling novel of the Thirties again measures up to and overflows the mark as an emotionally stirring and deeply penetrating dramatic experience, the sort that will garner widespread attention and subsequent attendance.

Ross Hunter's effective attention to production details and other basic requirements resulted in a finely turned out picture. Expertly guided, directionally, by Douglas Sirk, Obsession stirs frequent and deepfelt reaction.

Once again Jane Wyman turns in a finely etched, moving performance. Rock Hudson registers notably as the "Bob Merrick" responsible for her misfortunes, misery and, ultimately, her triumph. Newcomer Barbara Rush is most effective as the stepdaughter of Miss Wyman. Other fine supporting contributions were turned in by Agnes Moorhead, as a nurse, Gregg Palmer, and Otto Kruger, who is important in influencing Hudson when the latter is at a loss as to his course of retribution. Russell Metty is responsible for fine quality photography. His outdoor shots are particularly striking.

The Robert Blees screenplay, from an adaptation by Wells Root and a script by Sarah Y. Mason and Victor Heerman in its initial phases details the wild, playboy proclivities of Hudson. He is injured when his speedboat capsizes and a respirator is needed to save his life. The appliance is located nearby, at Miss Wyman's home. She is married to a medico with a heart condition. While Hudson is being revived the doctor suffers an attack and dies. Hudson, recuperating in hospital, is at first unaware of the mishap. Warned to remain in bed Rock leaves the hospital and is picked up by Jane. He collapses. He offers Miss Wyman money which she refuses. On a subsequent binge he winds up in Otto Kruger's studio. Kruger sobers him and tells him what course to take—to help people, remain anonymous. He tries it. Later he attempts to talk to Jane but she walks away and is struck down by a car and blinded.

In the ensuing events Hudson, assuming another name, befriends the sightless woman and a youngster. It becomes a daily session.

A onetime medical student, Hudson resumes his studies and makes arrangements for Jane to go to Europe for specialist examinations. The European medics give her no hope. But Hudson comes on the scene and the pair become first fast friends and then lovers.

Set to wed Jane, Rock comes calling, finds her gone. He returns to the States and becomes a great surgeon. Years later he finally locates her in New Mexico, ill, on her deathbed. An intricate, highly complicated operation is indicated. Rock performs the necessary surgery. After a long, trying wait Miss Wyman comes to and announces she can see light. Thus does the story end on a fine, reconciliatory note, and romantically fulfilled.

CAST: Jane Wyman, Rock Hudson, Barbara Rush, Otto Kruger, Agnes Moorhead, Gregg Palmer, Sara Shane, Paul Cavanaugh, Judy Nugent.

CREDITS: Producer, Ross Hunter; Director, Douglas Sirk; Screenplay, Robert Blees; Based on the novel by Lloyd C. Douglas and the screenplay by Sarah Y. Mason and Victor Heerman; Adaptation, Wells Root; Photography, Russell Metty.

DIRECTION: Expert.

PHOTOGRAPHY: Fine.

CHANGES OKAYED BY ONT. CENSORS

Changes in the titles of a number of films were approved by Ontario's Board of Censors, as well as changes in classification.

Old and new titles of films follow: Clouds Over Europe to The Spy; Four Sided Triangle to Monster and the Woman; Home at Seven to Murder On Monday; Mistress of Treves to Captain of the Crusaders and Net to Rossana. Captain of the Crusaders and Rossana are classified as Adult Entertainment.

The Board removed the Adult classifications from Big Chase. The censors' treatment of The Sinner is interesting in view of that film's history. Classified as Restricted, which means that no one under 18 may attend any of the single-permit exhibitions, it drew protests in the Ontario Legislature, which were reported on the front pages of the press. Now its classification is Adult, which requires no special restriction on attendance.

In August the Board classified two features, Desires and Pushover, as Adult Entertainment.

HELL BELOW ZERO

with Alan Ladd, Joan Tetzel
Columbia (Technicolor) 91 Mins.

HIGHLY INTERESTING YARN OF MODERN WHALING WITH MANHUNT, CHASE FACTORS TO RENDER ADDED ACTION. SUPPLIES A DIFFERENT SORT OF DIVERSION AND VERY WELL.

Against an engrossing background of whaling in the Antarctic, a story of the manhunt variety unfolds in this Irving Allen-Albert R. Broccoli number for Warwick Productions, based on a novel by Hammond Innes, The White South. It delivers a striking dramatic entertainment with fine action panels.

Sound, first rate performances were turned in by Alan Ladd and Joan Tetzel in the leads with interesting character studies also on view by subsidiary players. Niall MacGinnis, noted for his portrayals of Martin Luther, registers strongly as a drunken ship's doctor who makes the supreme sacrifice.

Daughter of a whaling captain and living in London, Miss Tetzel is informed her father has been lost overboard. Unbelieving, she decides to investigate. En route to Capetown by air, she meets Ladd, also headed for South Africa. He has been gypped in a mining scheme. After he gives the crook his due, Ladd signs on as a mate on an ice-breaker. Miss Tetzel is also aboard with her father's partner. Romance, in due time develops. There is a wild storm at sea. Ladd takes command when the skipper is injured.

In whaling waters, Ladd assists Joan in her search for facts and leads to no avail at first. Then the finger points at Stanley Baker. The man who can give evidence is murdered by Baker.

As the yarn proceeds there is a whale chase and Baker makes his bid to eliminate Ladd and Company. He rams their small craft, it sinks. So does his command, the work of MacGinnis. Stranded on the Antarctic ice, Ladd awaits rescue. Then Baker shows up, armed. Aware that he has to face charges Baker tries to make off. Ladd and Joan give chase. They catch up with the fleeing man. Ladd and Baker have it out. Baker goes to a watery doom. A rescue ship moves into view for the finish.

CAST: Alan Ladd, Joan Tetzel, Basil Sydney, Stanley Baker, Joseph Tomelty, Niall MacGinnis, Jill Bennett.

CREDITS: Producers, Irving Allen, Albert R. Broccoli; Director, Mark Robson; Screenplay, Alex Coppel, Max Trel; From the novel by Hammond Innes; Photography, John Wilcox.

DIRECTION: Able.

PHOTOGRAPHY: First Rate.

FROM

RKO



What
happens
in this bed
will make
the whole
wide world
wake up
and laugh!



DICK POWELL • DEBBIE REYNOLDS

SUSAN SLEPT HERE

color by

TECHNICOLOR

co-starring

ANNE FRANCIS

Directed by **FRANK TASHLIN**

Screenplay by **ALEX GOTTLIEB**

Produced by **HARRIET PARSONS**





"Dear Mister Gable:
Millions of movie-
goers who are packing
theatres to see you in
'Gone With The Wind'
are looking forward
to your next picture
'BETRAYED'."

Your No. 1 fan-
Leo

FAN LETTER FROM LEO!



M-G-M presents the year's
TOP suspense drama filmed
in Holland in COLOR!

Starring

CLARK GABLE
LANA TURNER
VICTOR MATURE

In

"BETRAYED"

co-starring

LOUIS CALHERN

Screen Play by

RONALD MILLAR and GEORGE FROESCHEL

Photographed in
EASTMAN COLOR

Directed by

GOTTFRIED REINHARDT

*

Available in Perspecta Stereophonic
or Optical 1-Channel